

SHEAFFER'S "TRIUMPH"

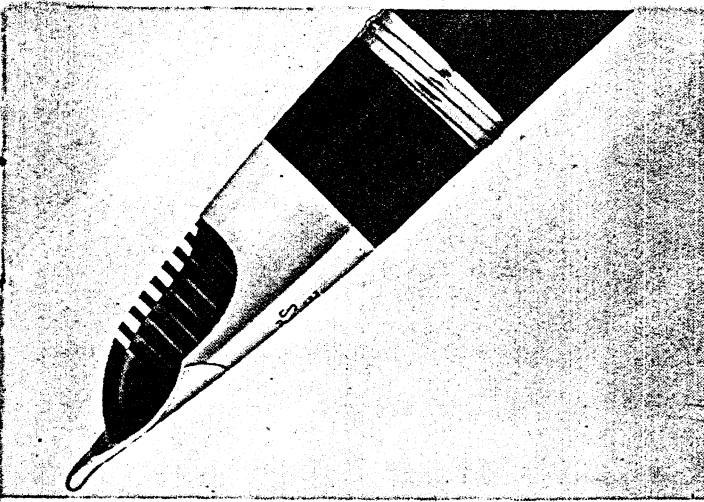
This design has MEANING

The "Triumph" pen design is NOT an attempt to produce "something new and different" merely for reasons of novelty. Instead, this design is the EVIDENCE OF BEING BETTER. Here, we believe, is a superb writing instrument.

Sheaffer regards a pen as a TOOL FOR WRITING, first, last and always. When you understand fully just WHY the handsome 14K gold Sheath-Point is made that way (explained on page 6) you'll prize your "TRIUMPH" Lifetime. It is the finest pen ever made in America, the land of fine fountain pens.

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Lifetime
REG. U. S. PAT. OFF.



CARRY THE TUCKAWAY IN ANY POSITION

Men's clothing habits are changing, and American women are more and more engaged in a multitude of activities away from home. This calls for writing instruments keyed to the times. A man can clip a "TRIUMPH" clip-model Lifetime to coat or vest pocket as in the past—or he can carry a "TRIUMPH" Tuckaway in the side-pocket of coat or trousers. Men in the Services can TUCK IT AWAY! Women can carry it in a handbag, as handily as a lipstick.

Filled properly, and with the feed drained immediately after filling (see pages 4 and 5) The "TRIUMPH" Tuckaway will carry safely in horizontal position. We will not say that it won't leak under any circumstances—it can be made to. Our exhaustive tests do show that your chances of witnessing such a failure are almost nil. Under the conditions of the many hard but typical daily uses, the "TRIUMPH" Tuckaway performs well no matter how you carry it.

Feathertouch

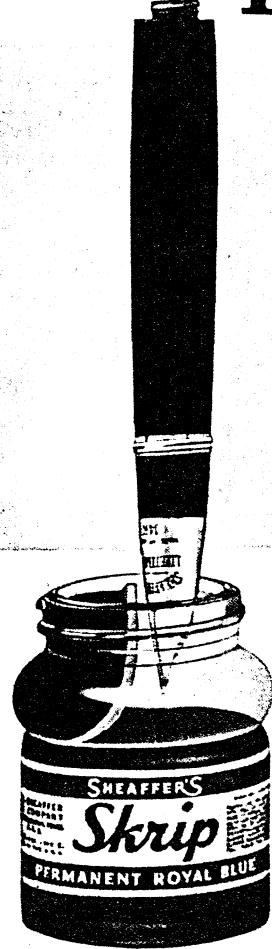
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THE RIGHT WAY TO ONE STROKE EMPTIES.

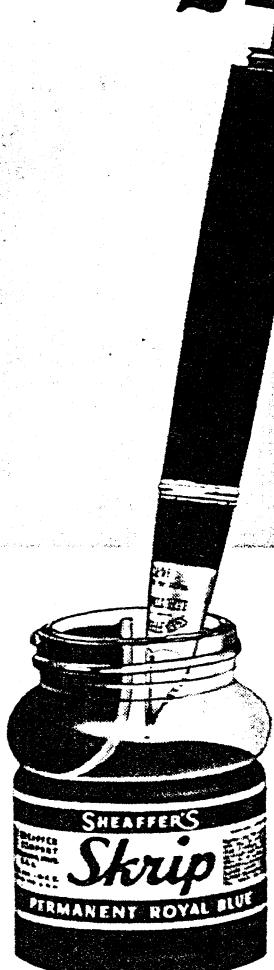


IMPORTANT—The FIRST time you fill your "TRIUMPH," do so four or five times. This moistens all the fissures in the fluid control, enabling it to function perfectly.

1



2



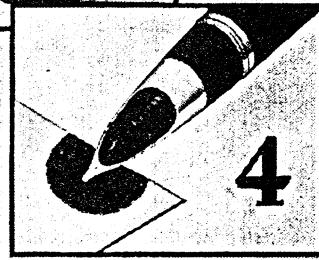
FILL YOUR "TRIUMPH" CLEANS AND FILLS

- 1 Hold pen within neck of open Skrip bottle. Pull out plunger the full distance.
- 2 Push plunger down slowly all but a quarter inch. As plunger goes DOWN, it creates a vacuum within the pen.
- 3 Immerse gold point completely in Skrip. Push plunger the remaining quarter inch. Pen fills full!
- 4 **IMPORTANT**—Drain the fluid control by holding a blotter, cloth or tissue to the writing tip for a few seconds. Expansion fissures inside the gold point must be cleared of fluid after filling. Wipe point clean and replace cap with a short turn—no need to screw it on tightly.

3

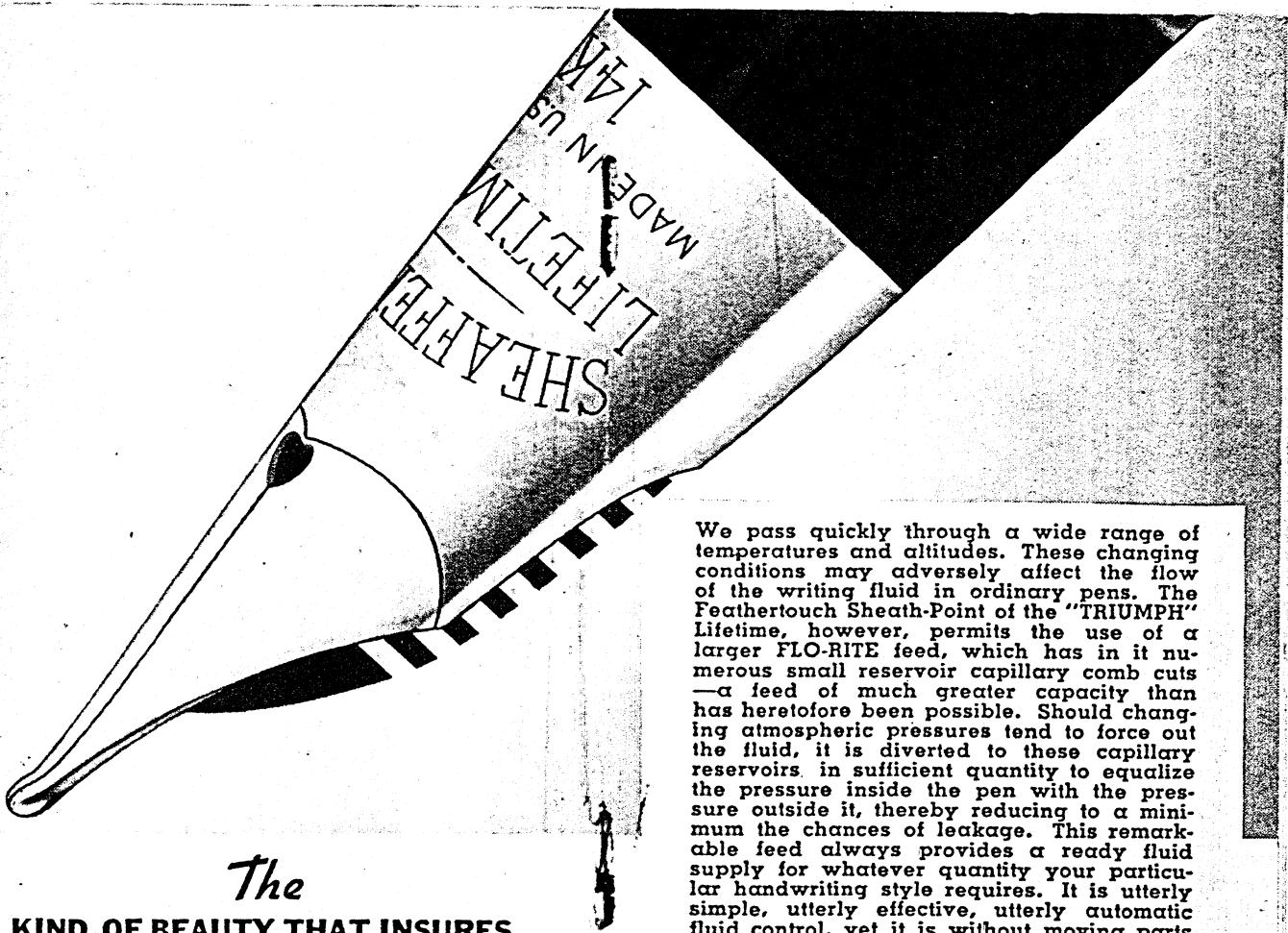


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TO FILL THE LEVER-TYPE "TRIUMPH"

If your "TRIUMPH" is the lever-type, fill by immersing gold point completely in Skrip and opening and closing the lever on the side of the barrel. Then follow instruction No. 4 above.



The KIND OF BEAUTY THAT INSURES PERFORMANCE

The beauty of the "TRIUMPH'S" 14-K Sheath-Point is only half of its story—is merely the outward evidence of inward worth. It "looks its best"—the same as you do when you wear your clothes properly, and not with the lining turned inside out. Three reasons dictate the Sheath-Point design:

FIRST: A tube is the strongest structural form in nature. Therefore, this tubular point is strong, so strong that it actually reinforces the parts it encases—insuring lasting performance—yet this is accomplished at no sacrifice of response and "aliveness" in the writing point. And, it is made in 14 different point styles, each perfectly tempered from top to tip to give you exactly the spring and "feel" YOUR hand requires. Each point is a "Feathertouch" with platinum-in-the-slit to make 2-way writing perfect.

SECOND: We Americans are on the move.

We pass quickly through a wide range of temperatures and altitudes. These changing conditions may adversely affect the flow of the writing fluid in ordinary pens. The Feathertouch Sheath-Point of the "TRIUMPH" Lifetime, however, permits the use of a larger FLO-RITE feed, which has in it numerous small reservoir capillary comb cuts—a feed of much greater capacity than has heretofore been possible. Should changing atmospheric pressures tend to force out the fluid, it is diverted to these capillary reservoirs in sufficient quantity to equalize the pressure inside the pen with the pressure outside it, thereby reducing to a minimum the chances of leakage. This remarkable feed always provides a ready fluid supply for whatever quantity your particular handwriting style requires. It is utterly simple, utterly effective, utterly automatic fluid control, yet it is without moving parts or complexity. This makes it the ideal pen for the men in the Services.

THIRD: The 14-K Sheath-Point, feed and section are assembled and adjusted in one sealed unit at the Sheaffer factory. Thus, under ordinary usage, it is unlikely that they will get out of adjustment. Furthermore, in accordance with the guarantee-for-life on Sheaffer's White Dot Lifetime pens, if the point in your "TRIUMPH" pen does not suit your hand, the factory or any authorized Sheaffer dealer will remove the entire sealed point unit, replacing it with another sealed unit that exactly suits you. You don't have to change your writing to suit this pen; the pen will be adapted to **SUIT YOU!** Don't attempt to tamper with the point unit yourself; take the pen to your dealer.

Note: All Lifetime pens are guaranteed for the life of the owner, except against loss and willful damage. When serviced, they are subject only to a service charge of 35c to cover postage, insurance and handling, provided all parts are returned. (At pen shops, 50c.)

*T*HE SUPERB STREAM-LINED FINELINE PENCIL THAT COMPLETES YOUR "TRIUMPH" ENSEMBLE

Contour and performance match your "TRIUMPH" Lifetime pen. This handsome pencil comes easily to hand, and writes the incisive THIN line that only the FINELINE lead can give. Famous Sheaffer propel, repel, expel action, built to precision standards. There is no sturdier, sweeter-working pencil in the world.

TO RE-LOAD WITH NEW LEAD

Turning the top of the pencil to the right propels the lead; to the left repels it; and all the way to the right expels it.

First be sure all old lead is expelled. Then repel the mechanism to make way for the new lead. Take new lead from magazine (exposed by pulling pencil apart in the middle) and insert in tip of pencil. When all the way in, press the point gently against any hard surface so that it will engage in the pencil mechanism.

ALWAYS USE SHEAFFER'S FINELINE LEADS

Sheaffer introduced the principle of FINELINE—a lead 22% stronger in material than old-type materials, capable of producing a satisfactory writing point 39% smaller. The genuine FINELINE is still far and away the best. Your dealer has Sheaffer's FINELINE in B, F, H, 2H, 3H and 4H. Also in red, blue and indelible. Standard package, 15c, but the ECONOMY package at 25c saves you money. Be sure it's a Sheaffer refill.



Skrip

YOU NEED NO SPECIAL FLUID FOR YOUR "TRIUMPH" Lifetime
— BUT

Sheaffer's Skrip Makes All Pens Write Better and the "TRIUMPH" Write Best

The bottle—and even the Magic Circle cap on the bottle—contribute to your writing pleasure. The SKRIP-WELL holds a complete "drink" for your pen. The Magic Circle inside the cap keeps bottle threads clean—helps keep your fingers from soil. Beyond this, SKRIP is quick-starting, quick-flowing, QUICK-DRYING. It doesn't clog pens by depositing sediment. It is the "balanced" fluid because no one feature in it was achieved at the expense of other equally desirable features. Washable (washes right out of fabrics), is ideal for school and home, and particularly for children. Permanent SKRIP is as permanent as the paper itself, the perfect fluid for all business records.

You'll find SKRIP most convenient to use, and more economical, in the 25c ECONOMY size bottle.

GUARANTEE-FOR-LIFE ON SHEAFFER'S Lifetime PEN

The W. A. Sheaffer Pen Company hereby guarantees for the life of the user, the LIFETIME pen except against loss, theft and willful damage, and no charge will be made for repairing so as to put it in good writing condition, except a service and handling charge of 35c, provided the complete pen, including any broken parts, is sent to our factory or authorized service station accompanied by this guarantee coupon signed by an authorized Sheaffer distributor. Charge will be made for any missing parts, but not for the repair or replacement of any defective or broken parts.

If it is necessary to return your pen to the factory for repair, make sure all broken parts are included and enclose 35c to cover return postage, insurance against loss in transit, and handling, with your instructions and this guarantee coupon. Prompt service will be given and this guarantee coupon will be returned to you. In order for a SHEAFFER guarantee to be valid, the pen must be purchased from and guarantee signed by an authorized SHEAFFER dealer.

W. A. SHEAFFER PEN COMPANY
Fort Madison, Iowa, U. S. A.

Effective from this day forward.
This certifies the undersigned is an authorized SHEAFFER Dealer.

Signature.

W. A. Sheaffer
President

GUARANTEE ON SHEAFFER'S PROPEL-REPEL-EXPEL PENCIL

The W. A. Sheaffer Pen Company hereby guarantees the interior mechanism of the Sheaffer Propel-Repel-Expel Pencil against wear for the life of the user, and in addition, guarantees the pencil to be free from defects in material and workmanship. If at any time any parts of or materials in the Sheaffer pencil prove defective, send the pencil to our factory or authorized service station accompanied by this guarantee coupon signed by an authorized Sheaffer distributor. If, after careful inspection, we find that the defect is because of faulty materials or workmanship, repair or replacement will be made gratis except for a service and handling charge of 35c, which is to cover handling, return postage and insurance against loss in transit. If there is no defect, a reasonable charge will be made for parts which must be replaced due to causes other than defect, except for parts of the interior mechanism which are guaranteed against wear for the user's life. This guarantee assures the owner that, barring accidents to the exterior portions, his Sheaffer pencil will deliver good writing performance as long as he lives.

EFFECTIVE FROM THIS DAY
FORWARD
Dealer
W. A. Sheaffer
President
Fort Madison, Iowa, U. S. A.

THE DEEP PLEASURE THAT ONLY THE FINEST CAN BRING

The "TRIUMPH," I believe, is the world's finest pen. All the technical knowledge, skill and integrity of this company is contained in its creation. It is the ultimate in fine pen manufacturing. It is a fitting addition to our famous family of LIFETIMES, of which the "TRIUMPH" is only the latest. Surely, you will find the pride we take in hand-crafting it reflected in your satisfaction in using it.

W. A. SHEAFFER PEN COMPANY


President

P.S. The name "TRIUMPH" was chosen prior to our entry into the war, solely to symbolize an outstanding achievement of Sheaffer engineers and craftsmen. Our manufacturing facilities are, to the extent of their usefulness and adaptability for war work, being so used.

We shall give first call to production of war supplies and to the conversion and expansion of our facilities for such purposes.
